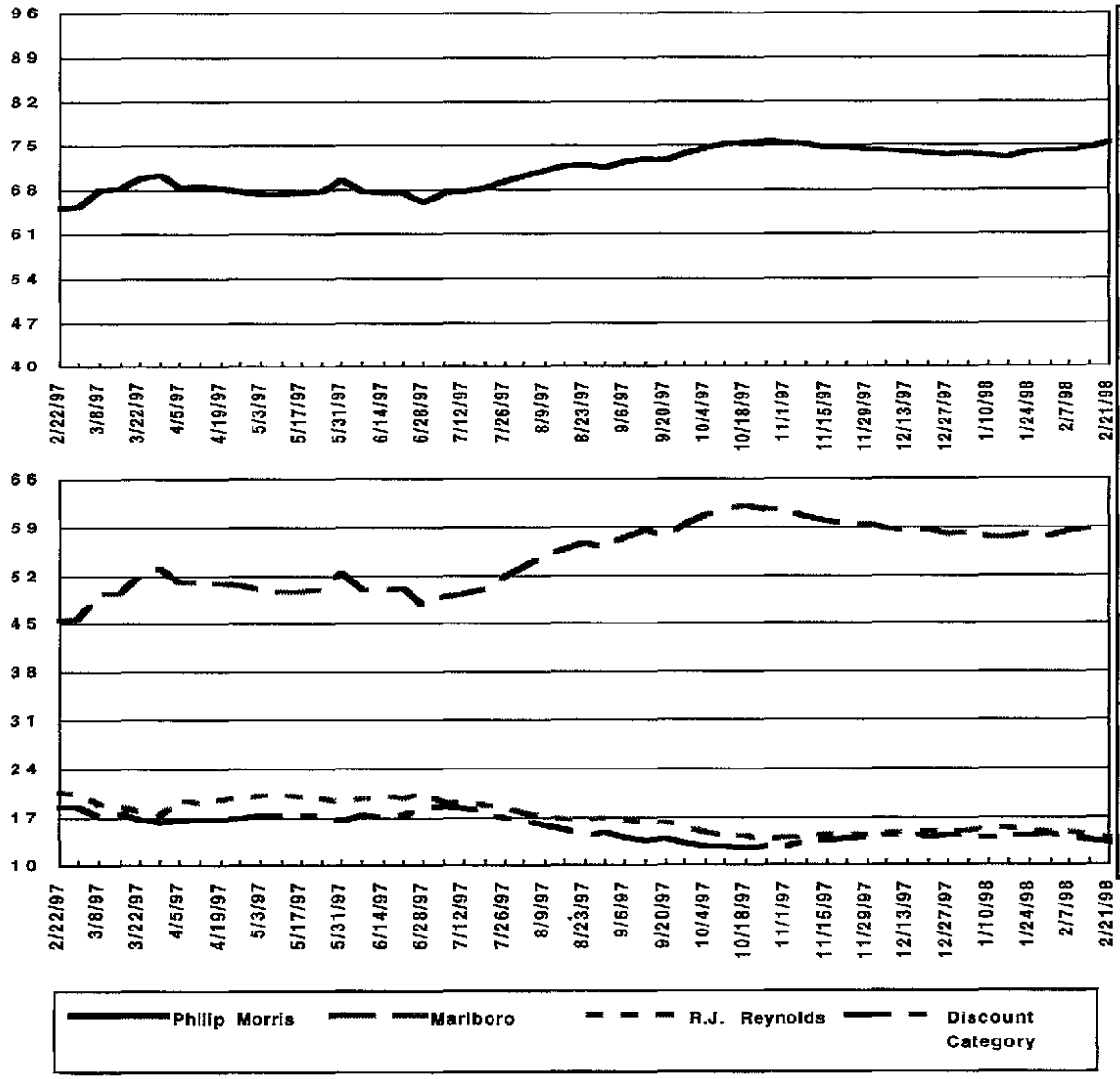
DAIRY MART MIDWEST CORPORATE (R. Webster)
THROUGH W/E 2/21/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	75.04	75.47	71.23	75.75	4.52
Marlboro	59.83	60.14	54.88	60.01	5.12
OPB	4.19	4.45	4.19	4.55	0.36
Basic	5.86	5.98	5.57	6.42	0.85
R. J. Reynolds	14.17	13.93	17.04	13.72	-3.32
Camel	5.28	5.22	6.71	5.18	-1.53
Winston	4.52	4.36	4.92	4.26	-0.66
Doral	1.21	1.14	1.65	1.18	-0.47
B&W	4.11	3.96	4.4	3.99	-0.41
GPC	0.31	0.22	0.29	0.21	-0.07
Lorillard	6.59	6.57	7.23	6.48	-0.75
Newport	6.04	6.03	6.53	5.95	-0.58
Liggett Group	0.05	0.05	0.06	0.04	-0.02
Premium	86.45	86.78	84.7	86.42	1.72
Private Label	4.84	4.6	6.23	4.45	-1.78
Avg Ind CPW	152.4	151.72	143.76	152.61	8.86
Avg PM CPW	114.36	114.5	102.4	115.6	13.2
Avg Marl CPW	91.18	91.24	78.9	91.58	12.68
# of Stores	268	268	268	268	0

Source: STARS Store Level Data

Leadership Accounts Package

2071850114

Source: https://www.industrydocuments.ucsf.edu/docs/txkn0004